

## Northwest Crawlspace Care Sales Tips

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- Eyes open approach at every home with a crawl, looking at every home we can make healthier. Begin with Mindset. Looking for moisture, droppings, falling insulation, etc. WHAT CAN WE FIX?
- Take pictures of these issues, put them on your iPad, bring your handheld foam example and the time lapse video in and give a killer presentation.
- Showing the video is critical, as well as pictures of the crawl. Shows the customer the part of their home they probably never visit and the issues that we can fix. The video is an easy to understand visual of the work.
- Hand the customer the foam example piece...bring up the quality of the liner and the foam.
- On Wildlife leads, ALWAYS OFFER STEP ONE AND STEP TWO
  - Step one is Gutter Care/Exclusion to stop the problem
  - Step two is just as important! Clean up in crawl and attic, installation of Complete Crawl and TAP.
- Lose the fear of presenting high numbers. Most of these quotes will be over \$10k. Get used to presenting high numbers. Utilize RAC. Break up service dates (step one now, step two in a month or so).
- Do your best to create a sense of urgency. Bring up the air that the homeowner is breathing. How we can help make the home healthier. Pictures create the urgency.
- If you sell Wildlife work, use the opportunity at trap check to follow up on crawl or TAP jobs.
- Other lower priced options are possible with liner only solutions. Offer these after customer has said no to Complete Crawl.